

**INTERCOLLEGIATE  
BROADCASTING  
SYSTEM**

# NEWSLETTER

59/60 - 8 MAY, 1960

the year-end stories . . . . .

BIGGEST MEETING IN RECENT IBS HISTORY HELD --- TERMED TERRIFIC;  
IBS MEMBERSHIP ON CONTINUED UPSWING AS NEW STATIONS JOIN;  
REGIONAL ACTIVITY REVIVES IN TIME FOR SEASON WINDUP WITH  
NATIONAL ELECTIONS UNDERWAY.

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NATIONAL MEETING: With a blush of enthusiasm showing around their collars, a group of IBS staff men sat down at seven PM April 30th for a sandwich in the "Lion's Den," Columbia University's sumptuous snack bar at Ferris Booth Hall. Their talk included plans for a meeting next year like the one they had just concluded, "perhaps in Chicago," expansion of the Master Handbook to take in even greater categories of data, and general increases in services to make IBS a "terrific source of help for stations." Other ideas poppint - pool purchasing of equipment for better prices; construction of equipment for stations lacking in know-how; frequency searches for stations going FM.

Cause of it all. The staff and members had started getting excited when the guest of the System, and speaker at the meeting had gotten the grand tour of WKCR, Columbia. His name: Marx Loeb. A veteran of years in broadcasting, and Executive Producer of the hottest property in radio, NBC's MONITOR, Loeb was aghast at the quality (and quantity) of WKCR's lush new facilities in New York. His comment: "I wish we had 'em."

Loeb was only one of the eighty-four conventioners to be amazed at WKCR's four-control-room, multi-studio operation. But the best was yet to come: At twelve-thirty, everyone promptly climbed one flight up to have a chicken dinner (price - \$2.50) served in a private dining room especially for the meeting.

At dinner, while everyone munched ice cream and strawberries, Meeting Chairman Coons introduced each of the System staff present, including Chairman Abraham, President Borst, Program Manager Bateman, FM Manager Quigley, PR Associate Schancupp. After the formalities, NBC's Loeb took over.

"Let's remember that radio today is not like that of ... say ... twenty years ago," he said. "Then, we stayed up Sundays, gathered around the set to hear Jack Benny. No one talked; it was entertainment."

"Today, radio is not basically entertainment: it's a service." .....  
"The key to successful radio now is flexibility" .... "Have the courage to be controversial." "The days of the deep throated announcer with his hand on his ear are over," said Loeb. "Today, what we look for in radio is personality,



warmth." In response to a question, he said, "Don't make mention of the top forty - it makes me sick."

More Loebisms: "If I want a rating, I ask my family - not my boss or a rating company. This adage about the mental age of the audience is bunk." "Remember, a time chime is okay if its recognizable and not annoying --- it's commercial then, not junk."

While the audience thought about the Monitor trademark, that series of beeps that is instantly recognizable, they thought perhaps Loeb might have a point. Heard all the time, it was never annoying.

Down to Business: But time, and the group marched on, to a general meeting area which trickily could be (and was) split into three individual areas for seminars. In the general session, they heard Borst, Abraham and Quigley.

Their points: IBS is run by and for its members, and will adapt itself to whatever the stations wish; on the other hand, it is only as good as its support. IBS activities in Washington currently include work on Docket 9288 attempting to make carrier-current AM a licensable service - with all the rights and responsibilities that go with it. In addition, IBS will go on protecting its now priceless position on call letters, radiation levels, and the importance of the college station in our nation's educational and public service institutions. FM remarks included the point that IBS was pressing its test case on low-power commercial FM, and was ready and willing to help anyone and everyone get frequency searches, etc..

Following these speeches, Bateman of the IBS Program Department announced that WVBR at Cornell University and WGTB at Georgetown had won first prize and honorable mention respectively in the IBS Twentieth Anniversary Program Contest. WVBR's take: 24 reels of tape or \$30.

Door prizes were then awarded to six of the attending stations. Each winner got a "Telephone Amplifier," gift of Industrail Transmitters and Antennas Corp., whose rep, Elliott Baker, was on hand.

Split-up: At that moment, John Pegram, Manager of WKCR and host of the meeting, pulled the movable walls together and divided the room into three individual seminar rooms. Two additional rooms were assigned for two more groups, and the seminars got underway.

Setting up a station: Three stations attended this session, which was moderated by President Borst. Following a general review of each stations condition, Borst came through, as did the group, with ideas for common improvement of basic problems. Borst summarized the meetings in a note to the Editor commenting that "It appears that many of the old problems still face carrier-current" ... the Editor adds that many can be solved by correspondence with the IBS Engineering Manager.

College radio FM: Feeling the pulse of this realm of activity was IBS's Quigley, who reported a lot of new understanding and a lot of prospects from the sessions. He welcomes inquiries regarding actual problems or decisions.

Advanced engineering: Pinch-hitter Bert Gibbons, Manager of WRC T,



Carnegie Institute of Technology, led this session, pacing it with a review of a new consolette plan which includes a transistorized amplifier. Bert promises more on this in the IBS Master Handbook when it's done.

College Station Programming: Program Manager Bateman talked over schedules, standards, formats, and ideas, here. In addition, the winners in the program contest were auditioned.

College Station Management and Sales: Salesman Coons led this group first into a discussion on what management was (co-ordination) how it functioned (incentive, coercion, recognition) where they came from (individuals and the group) and then how to achieve it properly. In the area of sales the group shared sales ideas and policies .... hammered out a key success secret: enthusiasm and honesty, used in a sophisticated manner.

Windup: As the stations started leaving, the execs started reviewing. The cost of the whole affair to IBS was low. With that in mind, as well as the success of the meeting, the general concensus was ---- "Wait 'til Next Year."

MEMBERSHIP: At the meeting, everyone was smiling for another reason: IBS membership is definitely booming. When the year began, new membership applications were overshadowed by Dick Crompton's campaign to eliminate deadwood -- stations who were lax about their dues obligations and who were riding free on the payments of others. The cleanup resulted in a more realistic appraisal of membership in the System lists. Now that his campaign of cleanup is over, and all members on the list are in good standing, the execs are delighted to see the list still growing ... fast. Since the beginning of the year, IBS has welcomed sixteen new members who have new to the System or have been reinstated. Newest additions are: WIIT, Illinois Institute of Technology; WSLY, Wesleyan University (Connecticut); WVBC, Boston College; WHCH, Holy Cross College; and the group at Westminster College (Pennsylvania).

Another facet of the membership campaign is the fact that most of the new members have come in since January, a trend that makes the IBS men think that they are getting IBS in good shape .

So What?: The advantage of all this is that with more stations, IBS can afford to increase services sharply - the efficiency that comes with quantity. The Treasurer tells us that the marginal income from one station contributes sharply to our money for variable expenses; while it always takes a certain number of stations to cover the fixed expenses of operating. Put another way, it is easy to see that one more copy of the Master Handbook or one more engineering service costs little compared to the cost of the first copy or the initiating of the service. Once we can afford the service at all, it costs little to offer more of it.

That's why the new stations contribute just as much to IBS operations as the founding stations --- and why we like them both.

REGIONS: Under the guidance of acting Regions Coordinator Dave Borst, the regions have assumed stature in the operation of the System. With a good staff of regional directors, Borst looks forward to a fall full of activities on the regional level. If your own region has no director, why not contact Dave and tell



him that you're interested in the job? You'll find it interesting and exciting to be helping all the other stations in your region ... as well as helping yourself get a better idea of stations and their problems and ideas.

Setting the Pace: Allan Pons, Regional Director of the Midwest Region, kicked off this new activity on the same day as the Roundtable in New York. Way out in Elmhurst, Illinois, (from the Connecticut point of view), Pons got together a meeting of his region, with a schedule for a 1 PM kickoff at his station, WRSE. Although we have received no report as yet about the meeting, we have a copy of a letter from Borst to Pons suggesting that "Plans for the Regional Meeting and the response to it appear excellent."

Meanwhile, the other Directors as well as Pons are busy thinking about the IBS National Staff election, the ballots select the Board of Directors and the various Department Heads. Nominating Committee Chairman this year was FM Department Manager Charles Quigley.

The Board, when elected, expects to hold a summer meeting to plan activities for the fall. Baltimore and Philadelphia locations have been suggested. Out of the meeting will come next year's budget and a full report on the past year's activities. The first fall Newsletter will review it.

DUES FOR NEXT YEAR: The Treasurer advises that membership dues at the usual rate (\$35 with \$5 reduction allowed for payment within 30 days of billing date) will be mailed all stations in the fall on October 25th just as last year. Station Business Managers may wish to make a note to remember this. It will be the eleventh year that the dues have been at this rate - the lowest in IBS history. During the summer months the Treasurer's address will shift from Storrs, Connecticut, to Malvern, Pennsylvania. While industry continues to de-centralize, IBS centralizes! President Borst lives only a few miles from Malvern in Springfield.

WINDUP: Forgive us for omitting station news, but we're skipping it this time. Instead, we're requesting that each station make it a project to send us a little summary of their year's highlights ... we'll print them in our first fall issue in October.

Also, may I take this chance to thank you, on behalf of the System, for your continued support of IBS, and to wish you the very-pleasantest of summer vacations. Don't forget to send the news stories to Joseph D. Coons, 113 Dunn Road, Hamden 18, Connecticut.